

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different ad landing pages, the  
3 method comprising:  
4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate ad landing pages;  
6 b) automatically assembling the ad to include a link to  
7 the selected ad landing page;  
8 c) serving the assembled ad; and  
9 d) ~~tracking, on a per ad landing page basis,~~ a performance  
10 of the ad in combination with the automatically selected ad  
11 landing page.

1 Claim 2 (currently amended): The method of claim 1 wherein the  
2 act of automatically selecting one of a plurality of candidate  
3 ad landing pages is performed in a round-robin manner.

1 Claim 3 (currently amended): The method of claim 1 wherein the  
2 act of automatically selecting one of a plurality of candidate  
3 ad landing pages is performed using a random selection function.

1 Claim 4 (currently amended): The method of claim 1 wherein the  
2 performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 5 (currently amended): The method of claim 1 further  
2 comprising:

- 3 e) determining whether or not to automatically designate  
4 one of the plurality of candidate ad landing pages using a  
5 comparison of their respective performance and an  
6 auto-designation policy; and  
7 f) automatically designating the one of the plurality of  
8 candidate ad landing pages if it was determined to  
9 designate it.

1 Claim 6 (currently amended): The method of claim 5 wherein the  
2 performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 7 (currently amended): The method of claim 1 further  
2 comprising:

- 3 e) accepting a request for performance information of the  
4 ad; and  
5 f) providing the ~~per-landing-page~~ performance information  
6 of the ad for each of the plurality of candidate ad landing  
7 pages with which the ad was served to the requester.

1 Claim 8 (currently amended): The method of claim 7 wherein the  
2 ~~per-landing-page~~ performance information of the ad provided for  
3 each of the plurality of candidate ad landing pages with which  
4 the ad was served, is at least one of conversion per impression  
5 performance, conversion per selection performance, sales per ad  
6 selection, sales per ad impression, earnings per ad selection,  
7 and earnings per ad impression.

1 Claim 9 (currently amended): The method of claim ~~4~~ 7 further  
2 comprising:  
3 ~~e)~~ g) accepting a manual ad landing page designation  
4 instruction; and  
5 ~~f)~~ h) designating one of the plurality of candidate ad  
6 landing pages using the manual ad landing page designation  
7 instruction.

1 Claim 10 (currently amended): The method of claim 9 wherein  
2 the performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 11 (currently amended): The method of claim 1 further  
2 comprising:  
3 e) normalizing the ~~per-ad-landing-page-ad~~ performance of  
4 the ad in combination with the automatically selected ad  
5 landing page to remove ad landing page independent factors  
6 that may influence the ad performance.

1 Claim 12 (original): The method of claim 1 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 13 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 creative} combinations, the method comprising:

- 4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate {ad landing page, ad creative}  
6 combinations, at least some of the combinations including  
7 different ad landing pages;  
8 b) automatically assembling the ad to include the selected  
9 ad creative and the selected ad landing page of the  
10 selected {ad landing page, ad creative} combination;  
11 c) serving the assembled ad; and  
12 d) tracking, ~~on a per {ad landing page, ad creative}~~  
13 ~~combination basis,~~ a performance of the ad in combination  
14 with the automatically selected {ad landing page, ad  
15 creative} combinations.

1 Claim 14 (currently amended): The method of claim 13 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad creative} combinations tracked is  
4 at least one of conversion performance, sales per ad selection,  
5 sales per ad impression, earnings per ad selection, and earnings  
6 per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 16 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 serving criteria} combinations, the method comprising:  
4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate {ad landing page, ad serving  
6 criteria} combinations, at least some of the combinations  
7 including different ad landing pages;  
8 b) automatically assembling the ad to include the selected  
9 ad landing page of the selected {ad landing page, ad  
10 serving criteria} combination;  
11 c) serving the assembled ad; and  
12 d) ~~tracking, on a per {ad landing page, ad serving~~  
13 ~~criteria} combination basis,~~ a performance of the ad in  
14 combination with the automatically selected {ad landing  
15 page, ad serving criteria} combination.

1 Claim 17 (currently amended): The method of claim 16 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad serving criteria} combination  
4 tracked is at least one of conversion performance, sales per ad  
5 selection, sales per ad impression, earnings per ad selection,  
6 and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 19 (currently amended): A method for ~~comparing~~  
2 facilitating the comparison of different types of ad landing  
3 pages, the method comprising:

4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate ad landing pages, wherein each of  
6 the plurality of candidate ad landing pages has a different  
7 type;

8 b) automatically assembling the ad to include the selected  
9 ad landing page;

10 c) serving the assembled ad; and

11 d) tracking, ~~on a per ad landing page type basis,~~ a  
12 performance of a set of ads in combination with the type of  
13 automatically selected ad landing page.

1 Claim 20 (original): The method of claim 19 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 21-27 (canceled)

1 Claim 28 (currently amended): Apparatus for ~~comparing~~  
2 facilitating the comparison of different ad landing pages, the  
3 apparatus comprising:

4 a) means for automatically selecting one of a plurality of  
5 candidate ad landing pages for an ad to be served;

6 b) means for automatically assembling the ad to include a  
7 link to the selected ad landing page;

8 c) means for serving the assembled ad; and

9 d) means for tracking, ~~on a per ad landing page basis,~~ a  
10 performance of the ad in combination with the automatically  
11 selected ad landing page.

1 Claim 29 (currently amended): The apparatus of claim 28 wherein  
2 the means for automatically selecting one of a plurality of  
3 candidate ad landing pages performs the selection in a  
4 round-robin manner.

1 Claim 30 (currently amended): The apparatus of claim 28 wherein  
2 the means for automatically selecting one of a plurality of  
3 candidate ad landing pages performs the selection using a random  
4 selection function.

1 Claim 31 (currently amended): The apparatus of claim 28  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 32 (currently amended): The apparatus of claim 28 further  
2 comprising:

3 e) means for determining whether or not to automatically  
4 designate one of the plurality of candidate ad landing  
5 pages using a comparison of their respective performance  
6 and an auto-designation policy; and

7 f) means for automatically designating the one of the  
8 plurality of candidate ad landing pages if it was  
9 determined to designate it.

1 Claim 33 (currently amended): The apparatus of claim 32  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per

5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 34 (currently amended): The apparatus of claim 28 further  
2 comprising:

3 e) means for accepting a request for performance  
4 information of the ad; and  
5 f) means for providing the ~~per landing page~~ performance  
6 information of the ad for each of the plurality of  
7 candidate ad landing pages with which the ad was served to  
8 the requester.

1 Claim 35 (currently amended): The apparatus of claim 34  
2 wherein the ~~per landing page~~ performance information of the ad  
3 provided for each of the plurality of candidate ad landing pages  
4 with which the ad was served, is at least one of conversion per  
5 impression performance, conversion per selection performance,  
6 sales per ad selection, sales per ad impression, earnings per ad  
7 selection, and earnings per ad impression.

1 Claim 36 (currently amended): The apparatus of claim ~~28~~ 34  
2 further comprising:  
3 ~~e)~~ g) means for accepting a manual ad landing page  
4 designation instruction; and  
5 ~~f)~~ h) means for designating one of the plurality of  
6 candidate ad landing pages using the manual ad landing page  
7 designation instruction.

1 Claim 37 (currently amended): The apparatus of claim 36  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one



4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression; earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 38 (currently amended): The apparatus of claim 28 further  
2 comprising:

3 e) means for normalizing the ~~per ad landing page ad~~  
4 performance of the ad in combination with the automatically  
5 selected ad landing page to remove ad landing page  
6 independent factors that may influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 creative} combinations, the apparatus comprising:

4 a) means for automatically selecting one of a plurality of  
5 candidate {ad landing page, ad creative} combinations for  
6 an ad to be served, at least some of the combinations  
7 including different ad landing pages;  
8 b) means for automatically assembling the ad to include  
9 the selected ad creative and the selected ad landing page  
10 of the selected {ad landing page, ad creative} combination;  
11 c) means for serving the assembled ad; and

12 d) means for tracking, ~~on a per {ad landing page, ad~~  
13 ~~creative} combination basis~~, a performance of the ad in  
14 combination with the automatically selected {ad landing  
15 page, ad creative} combinations.

1 Claim 41 (currently amended): The apparatus of claim 40 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad creative} combinations tracked is  
4 at least one of conversion performance, sales per ad selection,  
5 sales per ad impression, earnings per ad selection, and earnings  
6 per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for ~~comparing~~  
2 facilitating the comparison of different {ad landing page, ad  
3 serving criteria} combinations, the apparatus comprising:  
4 a) means for automatically selecting one of a plurality of  
5 candidate {ad landing page, ad serving criteria}  
6 combinations for an ad to be served, at least some of the  
7 combinations including different ad landing pages;  
8 b) means for automatically assembling the ad to include  
9 the selected ad landing page of the selected {ad landing  
10 page, ad serving criteria} combination;  
11 c) means for serving the assembled ad; and

d) means for tracking, ~~on a per {ad landing page, ad serving criteria} combination basis,~~ a performance of the ad in combination with the automatically selected {ad landing page, ad serving criteria} combination.

Claim 44 (currently amended): The apparatus of claim 43 wherein the performance of the ad in combination with the automatically selected {ad landing page, ad serving criteria} combination tracked is at least one of conversion performance, sales per ad selection, sales per ad impression, earnings per ad selection, and earnings per ad impression.

Claim 45 (original): The apparatus of claim 43 wherein the plurality of candidate ad landing pages are different in at least one of the following (A) different information, (B) different products offered for sale, (C) different services offered for sale, (D) different product prices, (E) different service prices, (F) different formatting, and (G) different shipping charges.

Claim 46 (currently amended): Apparatus for ~~comparing~~ facilitating the comparison of different types of ad landing pages, the apparatus comprising:

a) means for automatically selecting one of a plurality of candidate ad landing pages, wherein each of the plurality of candidate ad landing pages has a different type, for an ad to be served;

b) means for automatically assembling the ad to include the selected ad landing page;

c) means for serving the assembled ad; and

11 d) means for tracking, ~~on a per ad landing page type~~  
12 ~~basis,~~ a performance of a set of ads in combination with  
13 the type of the automatically selected ad landing page.

1 Claim 47 (original): The apparatus of claim 46 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 48-54 (canceled)

1 Claim 55 (new): A method for facilitating the comparison of at  
2 least two different ad landing pages, the method comprising:  
3 a) for an ad to be served at a first time  
4 i) automatically selecting a first ad landing page  
5 from a plurality of candidate ad landing pages, and  
6 ii) serving an instance of the ad with a link to the  
7 first ad landing page;  
8 b) for the ad to be served a second time  
9 i) automatically selecting a second ad landing  
10 page, different from the previously selected first ad  
11 landing page, from the plurality of candidate ad  
12 landing pages, and  
13 ii) serving an instance of the ad with a link to the  
14 second ad landing page;  
15 c) tracking the performance of instances of the ad having a  
16 link to the first ad landing page; and  
17 d) tracking the performance of instances of the ad having a  
18 link to the second ad landing page.

1 Claim 56 (new): Apparatus for facilitating the comparison of at  
2 least two different ad landing pages, the apparatus comprising:  
3 a) means for automatically selecting

- 4 i) for an ad to be served at a first time, a first ad  
5 landing page from a plurality of candidate ad landing  
6 pages, and  
7 ii) for the ad to be served a second time, a second ad  
8 landing page, different from the previously selected  
9 first ad landing page, from the plurality of candidate  
10 ad landing pages;  
11 b) means for serving  
12 i) an instance of the ad with a link to the first ad  
13 landing page, and  
14 ii) an instance of the ad with a link to the second  
15 ad landing page; and  
16 c) means for separately tracking the performance of  
17 i) instances of the ad having a link to the first ad  
18 landing page, and  
19 ii) instances of the ad having a link to the second  
20 ad landing page.